

FSC-60-A	5/1/96	TO: ROM
SUBJECT: Revised Product Purchase Exception Form		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> Reg.Mil./DF Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> DM	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> REP

As we are all aware, our direct accounts have continued to lower their inventories in order to maximize their turns per year and overall return on inventory investment. Additionally, our company has the same objective, resulting in lowered inventories. As a result of lower inventories at direct accounts and our warehouses, there is increased risk of out of stocks when unanticipated situations occur requiring additional product.

Therefore, it is imperative that all Sales personnel communicate your requirements for non-forecasted local promotions and other unanticipated situations requiring additional product for your direct accounts four weeks prior to the promotion. This includes extra product for promotions such as:

- Special Pre-Booking Programs
- Private Label Accrual Programs
- Retail Accrual Programs
- Special Buydown Programs

To facilitate this process, the attached Product Purchase Exception Form, initiated in 1994, has been revised and should be used to communicate product needs for any activity you are planning to execute with your respective accounts that will require +10 cases of extra product for a respective brand style. Absolute numbers are not required; please estimate your requirements so we can ensure that ample product is available at your public warehouse. These forms will not initiate shipments; normal product ordering procedures are required to initiate actual shipments. **We cannot meet your needs against chain commitments you have made unless you take the extra few minutes required to complete and FAX this form.**

Program Contact: See Product Purchase Exception Form for Contacts

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51843 9986

(Extra product needed to support a promotion not scheduled in the Work Plan)

**(Submit form at least 4 weeks prior to promotion)**

**Is this a Chain, Wholesaler, or Division wide promotion?**

or Division # (if Division wide)

**How will Retailer purchase from Wholesale supplier? (Check one)**

other (specify in Comments section below)

Where will the promotion occur (specific Wholesaler, specific Warehouse, or Division wide), for which brand styles, and what is the total extra volume by style needed for the entire activity period (in cases or % increase expected):

[illegible]

Comments/Special Instructions:

**Direct questions to: 910-741-3521, 3078, 3545**